


4/4/2014

HAVA TEXAS CAMPAIGN TRACKING POLL:
WAVE I

★ ★ ★

Detailed findings by Penn, Schoen & Berland Associates




Burson-Marsteller

METHODOLOGY

• From March 4th to March 19th, 2014, *Penn, Schoen & Berland Associates* (PSB) conducted 900 online interviews of registered Texas voters, including older, younger and Hispanic constituencies.

AUDIENCE	NUMBER POLLED	MARGIN OF ERROR
Baseline registered voters in Texas	300	+/- 5.66
Registered voters in Texas, ages 18-24	200	+/- 6.93
Registered voters in Texas, ages 65+	200	+/- 6.93
Registered voters in Texas who identify as Hispanic	200	+/- 6.93



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PENGAD 800-631-6989

EXHIBIT

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EXECUTIVE SUMMARY



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THE BIG TAKEAWAYS

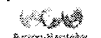
- ① **AWARENESS OF VOTETEXAS IS COMPARABLE TO 2012.** Awareness of the VOTETEXAS campaign – including the website and ads – is low but comparable to the lead up to November 2012, though Hispanics and young voters are generally more aware.
- ② **THE ADS ARE IMPACTFUL, CAN BE USED TO DRIVE AWARENESS OF THE CAMPAIGN.** The VOTETEXAS.gov TV ad has a positive impact across audiences and was successful in motivating voters to visit the website for more information.
- ③ **YOUNG VOTERS ARE A KEY CHALLENGE.** Young voters lag behind other audiences in confidence with the voting process and knowledge of voter ID requirements.

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KEY FINDINGS

- **THE 2012 CAMPAIGN WAS SUCCESSFUL AT REACHING HISPANIC VOTERS THROUGH SOCIAL MEDIA**
 - Awareness of the VOTETEXAS Facebook page among Hispanic voters grew by 16 percentage points over the course of the campaign and awareness of the Twitter feed grew by 14 percentage points
- **YOUNG VOTERS ARE THE LEAST CONFIDENT IN THEIR KNOWLEDGE OF THE VOTING PROCESS AND NEW VOTER ID LAWS**
 - Young voters are the most likely to lack understanding of steps in the voting process
 - Only half of young voters feel confident in their knowledge of voter ID laws compared to nearly 2 in 3 among voters of all ages in Texas
- **VOTERS ACROSS AUDIENCES ARE NOT AWARE OF VOTETEXAS.GOV**
 - Half of voters say that they are not at all familiar with VOTETEXAS.gov
 - Young voters are the most likely to be aware of VOTETEXAS.gov



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TEXANS ARE POSITIVE ABOUT THEIR VOTING EXPERIENCE AND UNDERSTANDING OF THE PROCESS

- **VOTERS ACROSS AUDIENCES THINK THAT VOTING IS IMPORTANT**
 - Over 9 in 10 voters in Texas consider voting to be important
 - Over 4 in 5 voters in Texas think that voting is important because it allows people to exercise their rights
- **MOST VOTERS DID NOT HAVE PROBLEMS VOTING WITH THE NEW VOTER ID LAWS IN PLACE**
 - Over 9 in 10 voters were satisfied by their voting experience during the recent primary
 - 3 in 5 say that information about voter ID laws is accessible to all Texans
- **VOTERS GET THEIR INFORMATION ABOUT THE VOTING PROCESS FROM WEBSITES, THE MEDIA AND FRIENDS AND FAMILY**
 - Over 3 in 5 voters say that they get their information about voting from websites

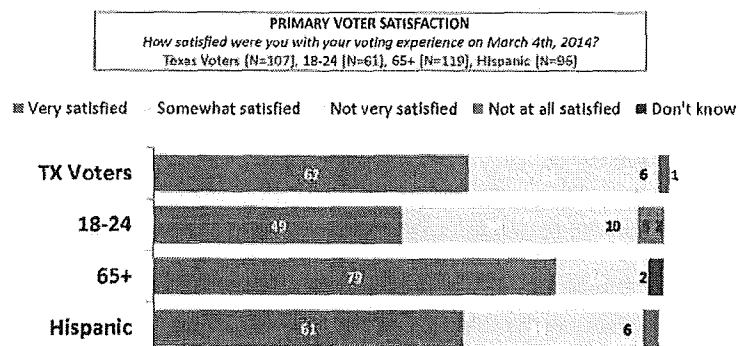


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MOST WERE GENERALLY SATISFIED BY THEIR VOTING EXPERIENCES DURING THE PRIMARY ON MARCH 4TH

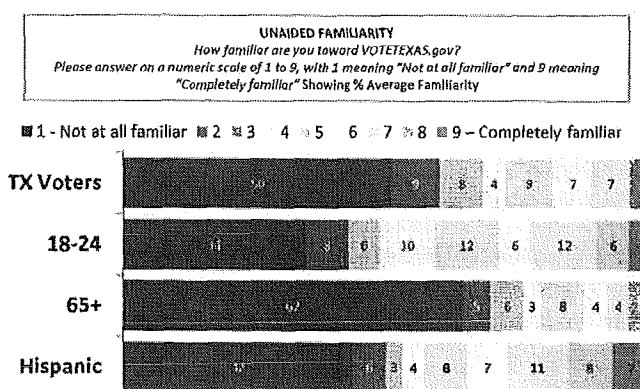
- Over 7 in 10 older voters say that they were very satisfied with their voting experience on March 4th
- Only half of young voters say that they were very satisfied with their voting experience during the primary



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AWARENESS OF VOTETEXAS.GOV IS LOW

- Half of voters in Texas say they are not at all familiar with VOTETEXAS.gov
- Close to 2 in 3 older voters say they are not at all familiar



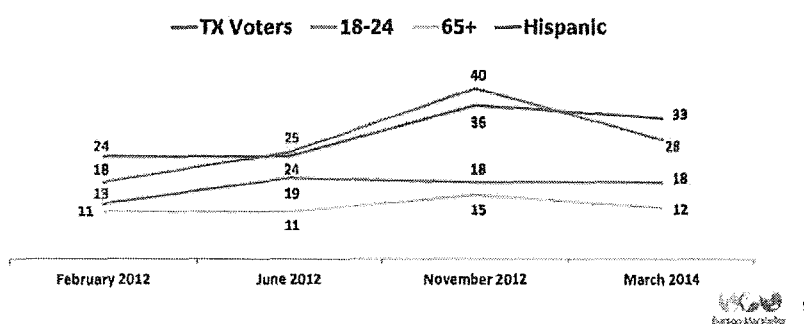
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THOUGH GENERAL AWARENESS IS LOW, HISPANIC AND YOUNG VOTERS ARE MOST LIKELY TO BE FAMILIAR

- Awareness of VOTETEXAS.gov improved around the general election in 2012
- Young voters and Hispanics have been impacted by information campaigns

UNAIDED FAMILIARITY OVER TIME
How familiar are you toward VOTETEXAS.gov? Please answer on a numeric scale of 1 to 9, with 1 meaning "Not at all familiar" and 9 meaning "Completely familiar", Showing % "Familiar" (Sum of 6-9)

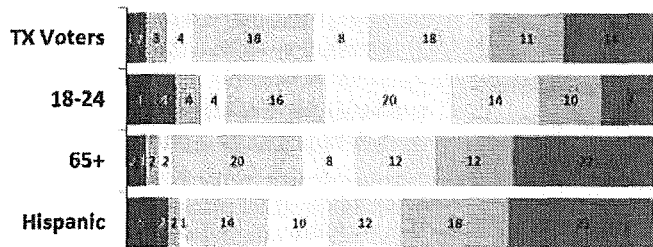


FAVORABILITY TOWARD VOTETEXAS.GOV IS HIGH

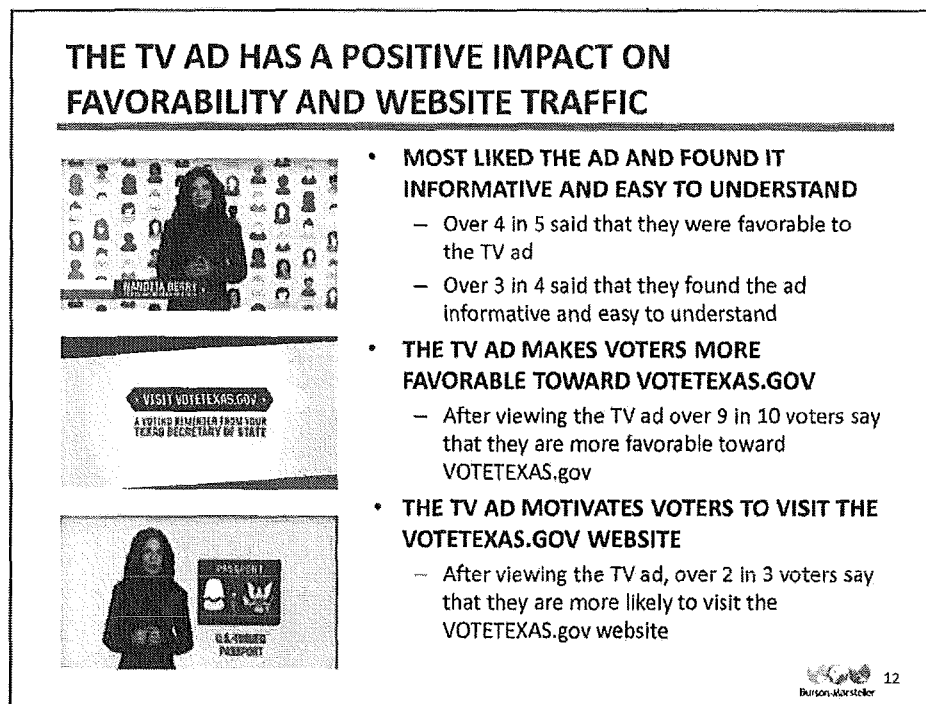
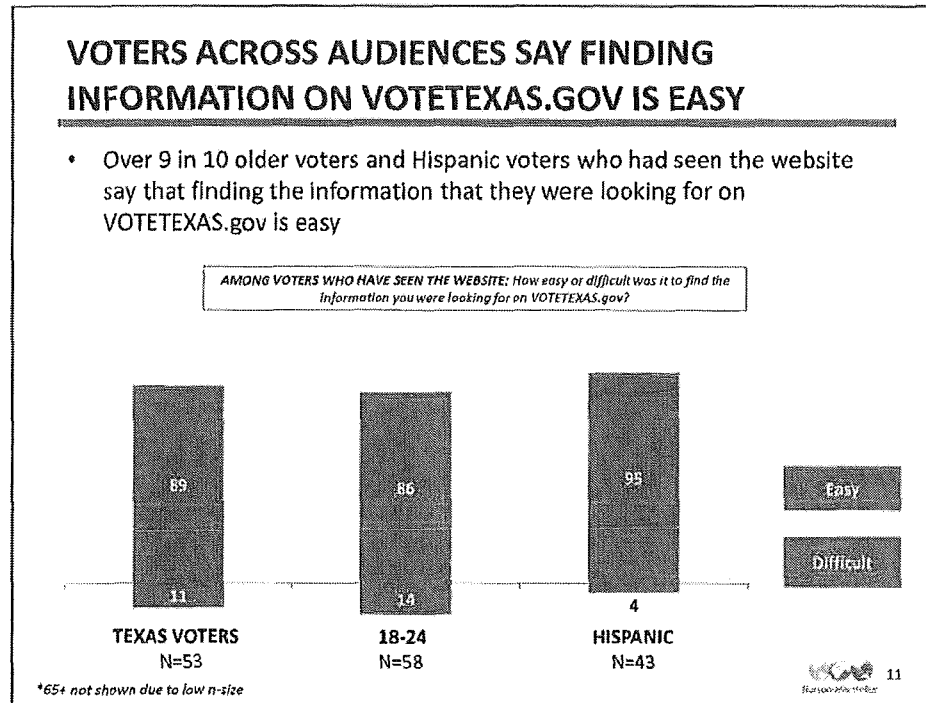
- Over half of voters in Texas say that they are favorable toward VOTETEXAS.gov
- Hispanic voters are the most likely to identify as favorable toward VOTETEXAS.gov

FAVORABILITY
How favorable are you toward VOTETEXAS.gov?
Please answer on a numeric scale of 1 to 9, with 1 meaning "Not at all favorable" and 9 meaning "Completely favorable" Showing % Average Favorability

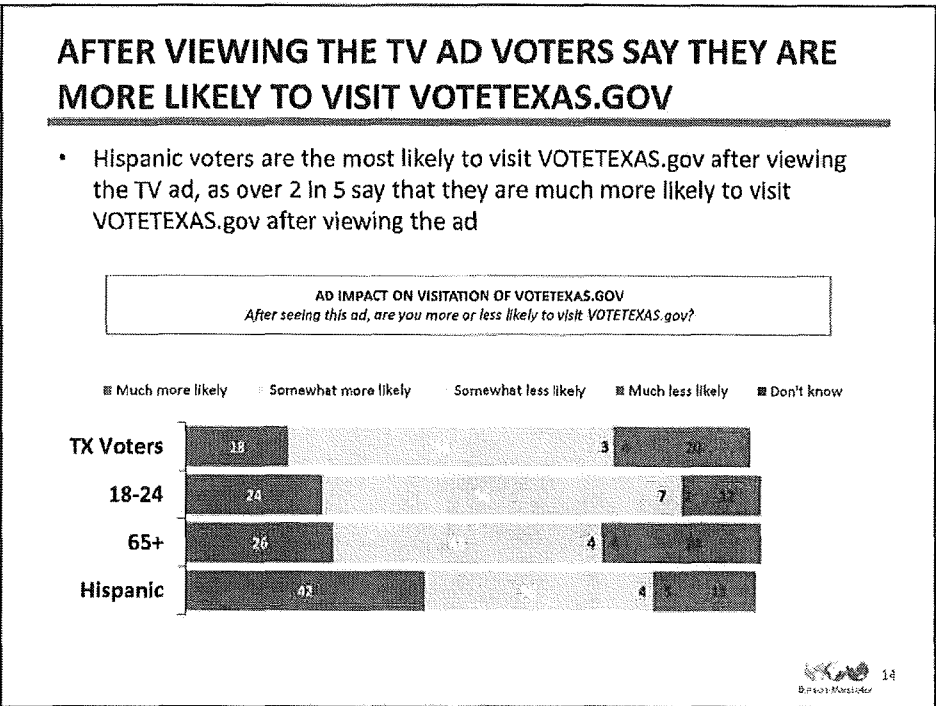
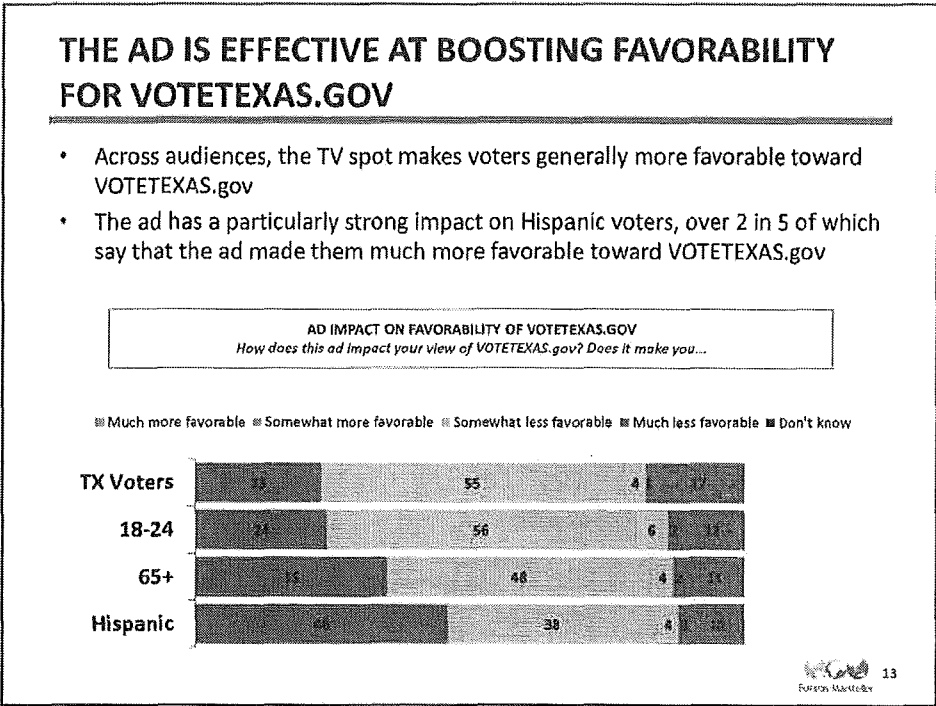
1 - Not at all favorable 2 3 4 5 6 7 8 9 - Completely favorable



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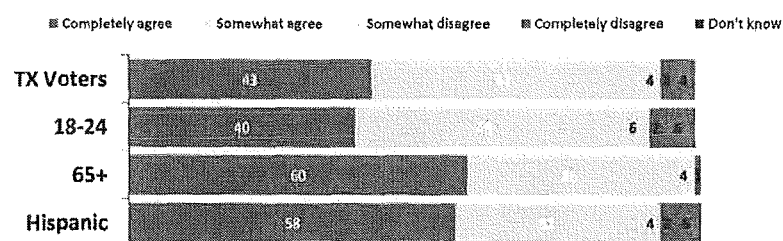


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MOST VOTERS AGREE THE AD PROVIDES DIRECTION AND RESOURCES TO PREPARE VOTERS FOR ELECTION DAY

- Older voters and Hispanic voters are most likely to completely agree that the ad provides direction and resources to prepare voters to vote

AGREEMENT WITH STATEMENT
To what extent do you agree with the following statement:
"This ad provides you with the direction and/or resources to prepare yourself to vote in Texas?"

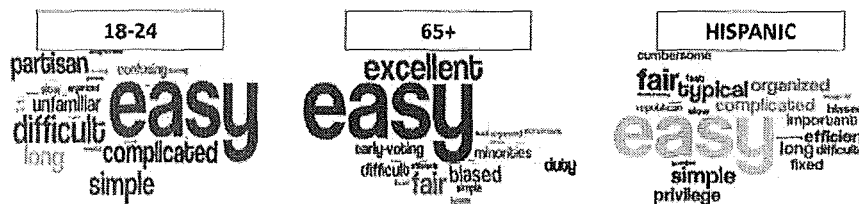


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MOST VOTERS FIND THE VOTING PROCESS EASY, BUT SOME YOUNG VOTERS ARE SKEPTICAL...

- Young voters are the audience most likely to consider the voting process in Texas as "complicated," "difficult," or "unfamiliar"
- Older voters and Hispanic voters are more likely to associate voting with positive words and concepts

TOP OF MIND ABOUT VOTING PROCESS IN TEXAS
What is the first word or words you would use to describe the voting process in Texas? [Open end]



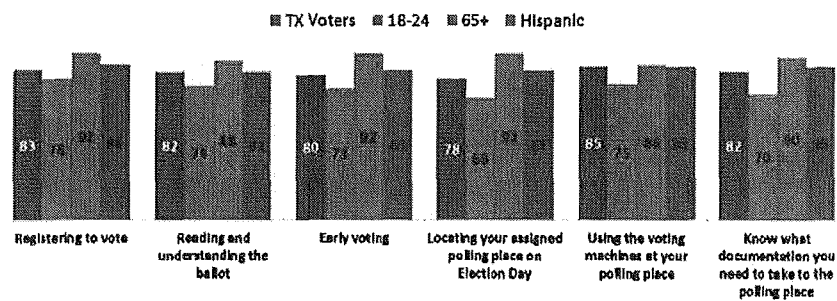
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YOUNG VOTERS ARE THE LEAST LIKELY TO FIND THE VOTING PROCESS EASY

- Young voters are the least likely audience to find any step of the process to be easy

EASE OF STEPS OF VOTING PROCESS
Please say whether you think each step is very easy, somewhat easy, somewhat difficult or very difficult where you live in Texas today. Showing % Easy

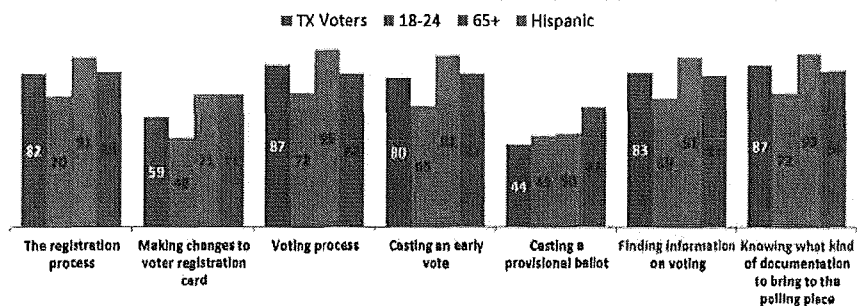


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YOUNG VOTERS ARE THE LEAST CONFIDENT WITH THE VOTING PROCESS

- Young voters are least confident with making changes to their voter registration card, finding information about voting and casting an early vote
- Voters across the board are not confident with casting a provisional ballot

CONFIDENCE WITH STEPS OF THE VOTING PROCESS
How confident are you about your knowledge of each of the following parts of the voting process? Showing % Confident



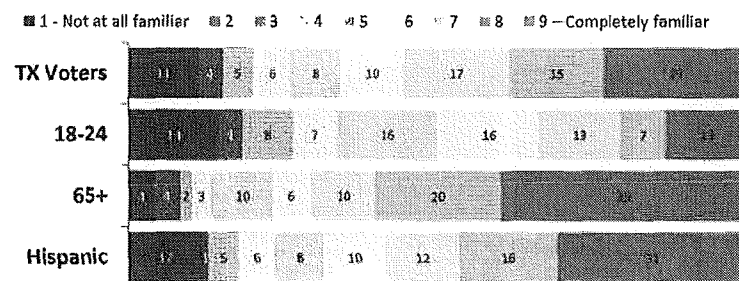
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YOUNG VOTERS ARE LESS FAMILIAR WITH VOTER ID REQUIREMENTS

- Young voters are split on whether or not they consider themselves familiar with the current voter ID requirements in the state of Texas

FAMILIARITY WITH VOTER ID REQUIREMENTS
How familiar are you with the current voter ID requirements in the State of Texas?
Please answer on a numeric scale of 1 to 9, with 1 meaning "Not at all familiar" and 9 meaning "Completely familiar."

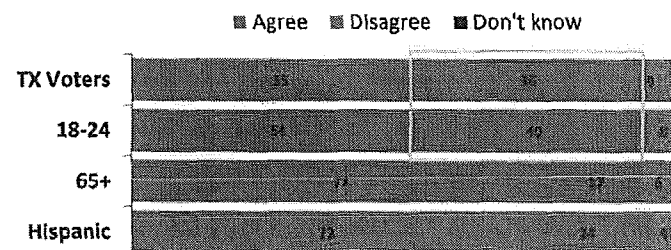


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YOUNG VOTERS ARE SKEPTICAL TEXAS IS DOING ALL IT CAN TO INFORM VOTERS OF NEW ID REQUIREMENTS

- Over half of voters in all audiences believe that Texas is doing all that it can to inform voters about state voter ID requirements
- General voters and young voters are more skeptical than older voters and Hispanic voters about the information awareness campaign

TEXAS EFFORT TO INFORM ABOUT ID REQUIREMENTS
How strongly do you agree or disagree with the following statement: Texas is doing all that it can to inform voters about state voter ID requirements.



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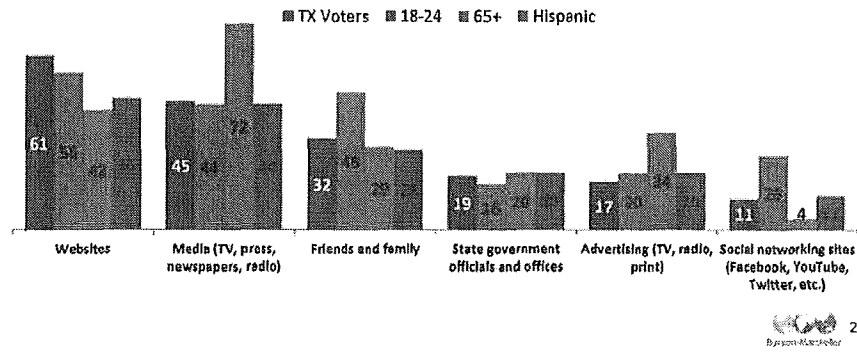
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WEBSITES ARE THE MOST FREQUENTLY CONSULTED SOURCES OF INFORMATION ON VOTING

- Older voters are more likely to find information about the voting process through the media
- Younger voters frequently consult friends and family and social media, in addition to websites

INFORMATION ON VOTING PROCESS
When seeking out information or news about voting in your community where do you find the information you need? Showing responses with over 10%

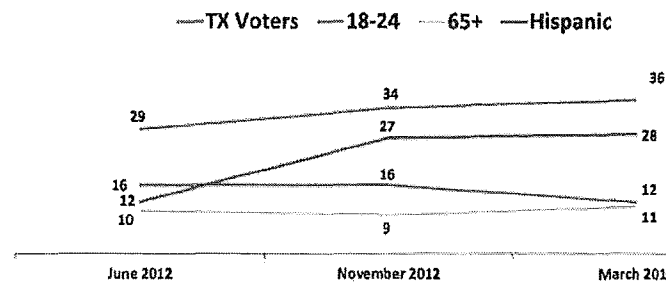


YOUNG VOTERS ARE THE MOST LIKELY TO BE AWARE OF VOTETEXAS.GOV'S FACEBOOK PAGE

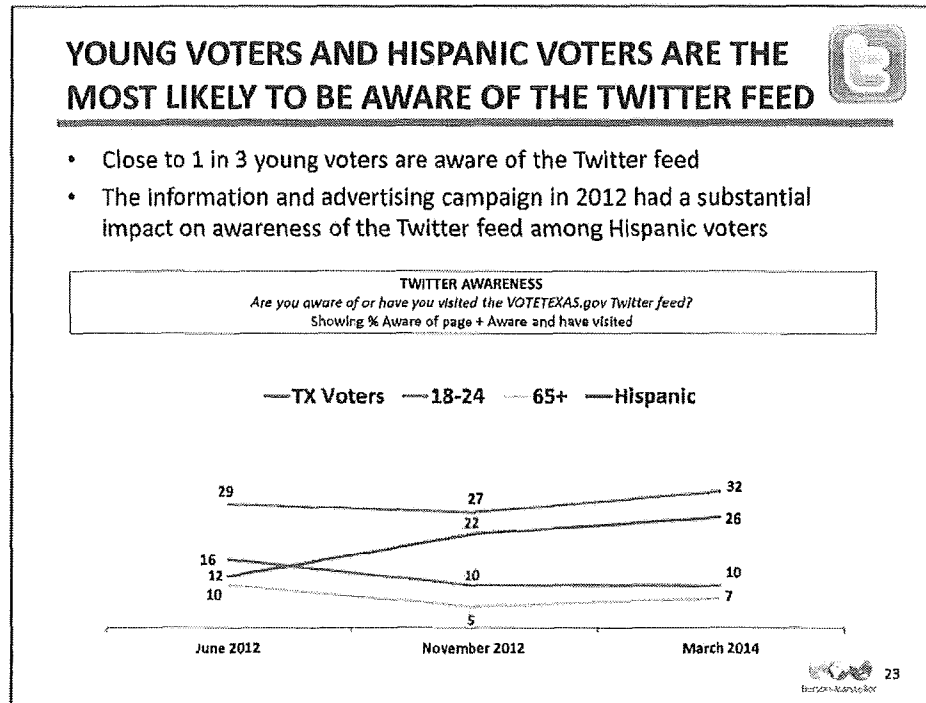


- 1 in 3 young voters is aware of the Facebook page
- Awareness of the Facebook page among Hispanic voters substantially increased during the information campaign in 2012

FACEBOOK AWARENESS
Are you aware of or have you visited the VOTETEXAS.gov Facebook page?
Showing % Aware of page + Aware and have visited



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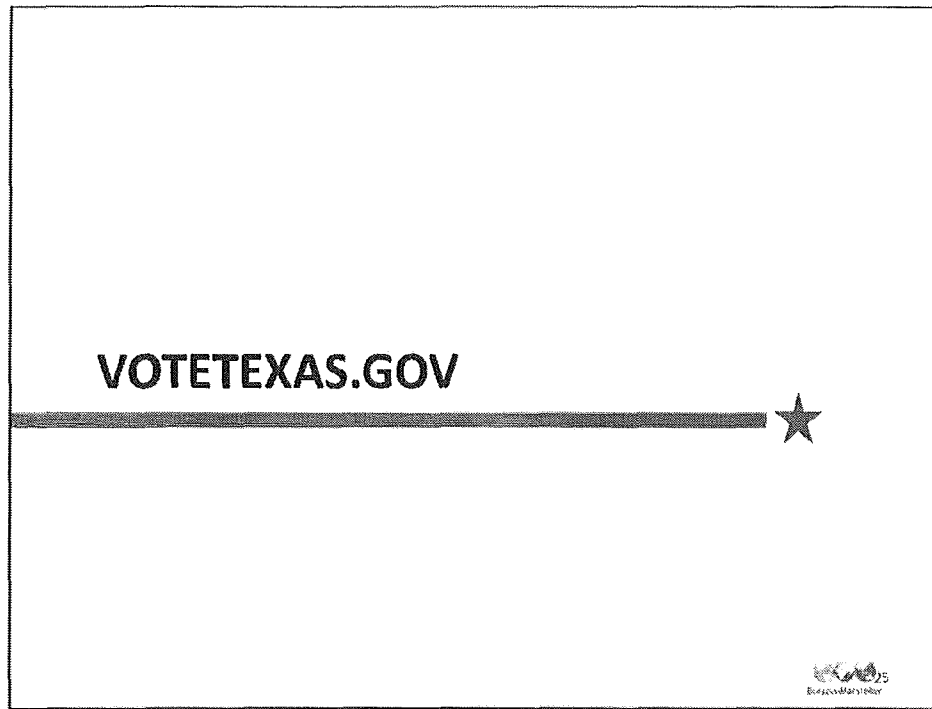


RECOMMENDATIONS

- 1 DRIVE WEBSITE TRAFFIC.** Voters in Texas are most likely to turn to websites for more information on the voting process, and those who have visited VOTETEXAS.gov say the site was informative and easy to use. Attracting more visitors will be key to a successful campaign.
- 2 CONTINUE TO RUN THE VOTETEXAS TV AD.** The TV ad performs well across all audiences and in all media markets, and increases likelihood to visit VOTETEXAS.gov.
- 3 TARGET YOUNG AND HISPANIC VOTERS WITH SOCIAL MEDIA.** Develop a coordinated social media campaign that is targeted toward young voters and Hispanic voters and their unique concerns.

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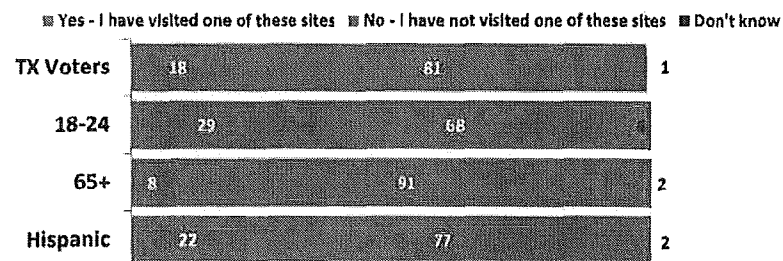
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FEW VOTERS HAVE USED VOTETEXAS.GOV OR THE SECRETARY OF STATE WEBSITE TO GAIN INFORMATION ABOUT VOTING

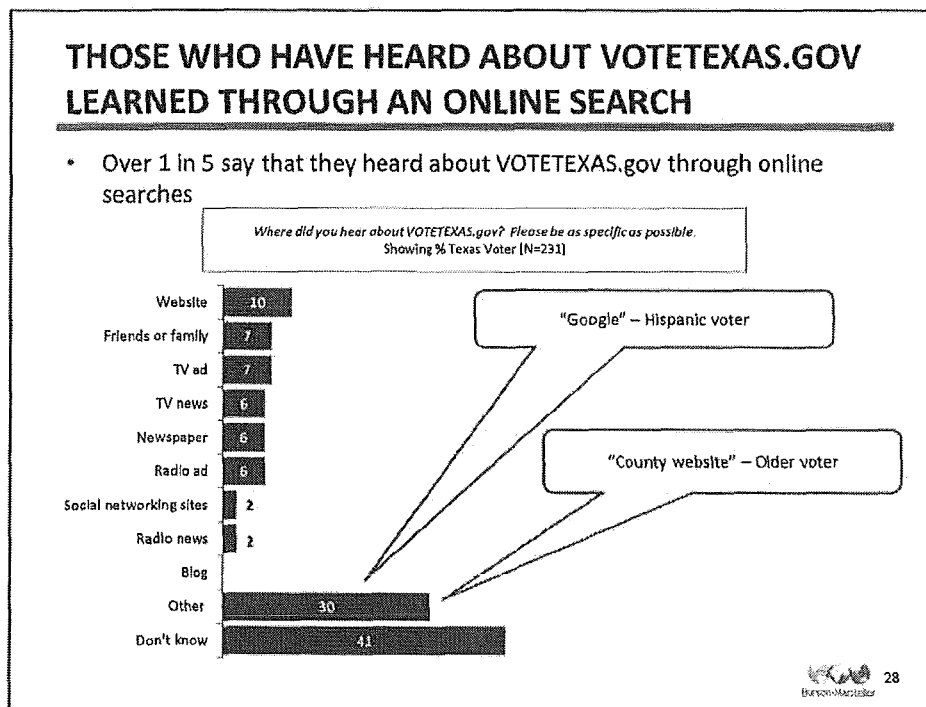
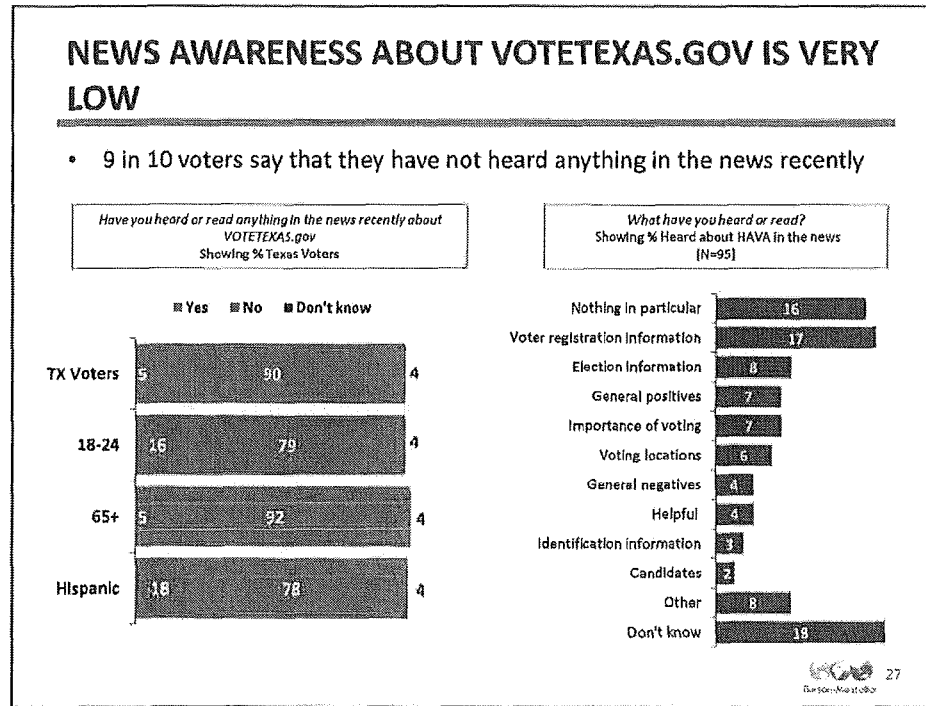
- Close to 3 in 10 young voters say that they have visited either VOTETEXAS.gov or the Secretary of State website
- Over 9 in 10 older voters say that they have not visited either site

WEBSITE TRAFFIC
Have you visited VOTETEXAS.gov or the Secretary of State (SOS) website for information about the voting process?



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VOTER GENERATED ACTIVITY ON SOCIAL MEDIA IS LOW

- Over 9 in 10 voters in Texas say that they have not been active on social media with regards to VOTETEXAS.gov

Please indicate if you have done any of the following	TX VOTERS	18-24	65+	HISPANIC
Tweeted or retweeted about VOTETEXAS.gov	1	4	0	4
Posted on Facebook about VOTETEXAS.gov	1	6	0	8
Sent reminder texts to friends about VOTETEXAS.gov	2	9	1	6
None of the above	95	86	98	85
Don't know	1	2	0	2

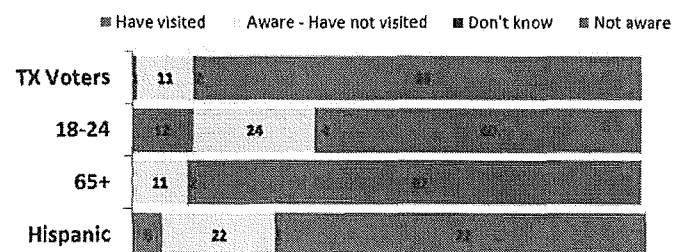
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GENERAL AWARENESS ABOUT THE FACEBOOK PAGE IS LOW



- Over 1 in 3 young voters say that they are aware of the VOTETEXAS.gov Facebook page, over 1 in 10 say that they have visited the Facebook page
- Over 3 in 10 Hispanic voters say that they are aware of the Facebook page

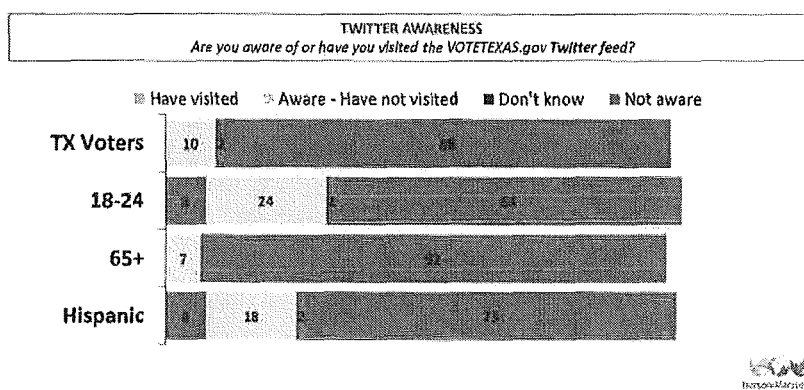
FACEBOOK AWARENESS
Are you aware of or have you visited the VOTETEXAS gov Facebook page?


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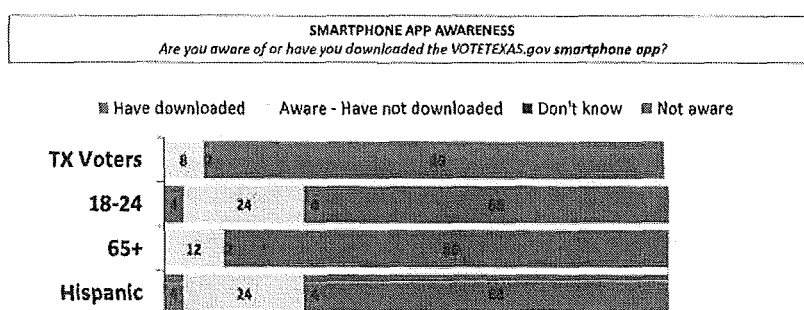
MOST ARE NOT AWARE OF THE VOTETEXAS.GOV TWITTER FEED

- 1 in 3 young voters say that they are either aware or have visited the VOTETEXAS.gov Twitter feed
- Over 1 in 5 Hispanic voters say that they are either aware or have visited the VOTETEXAS.gov Twitter feed



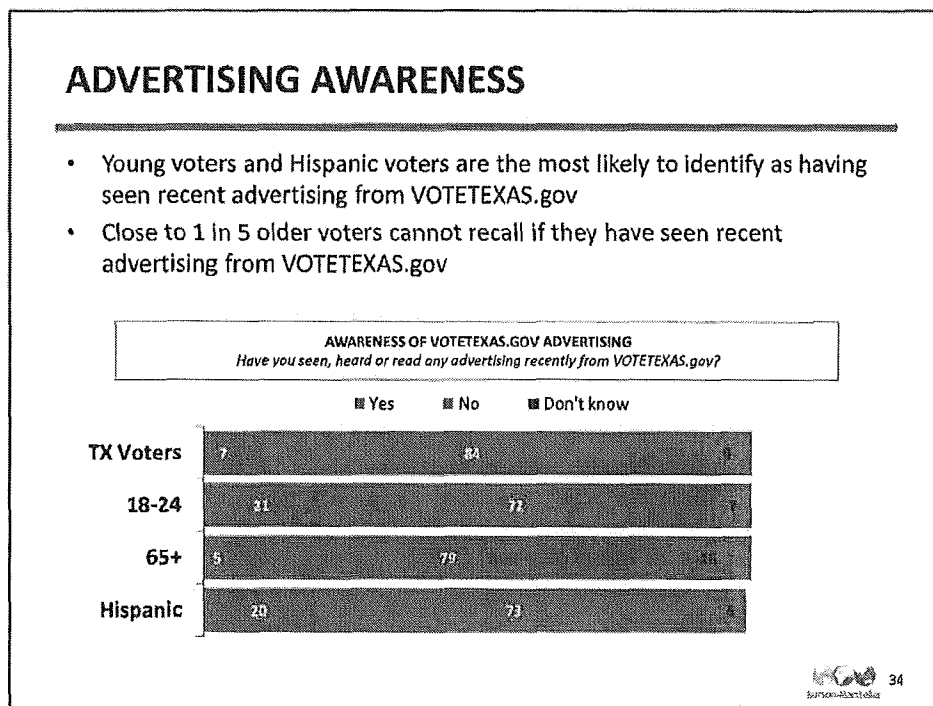
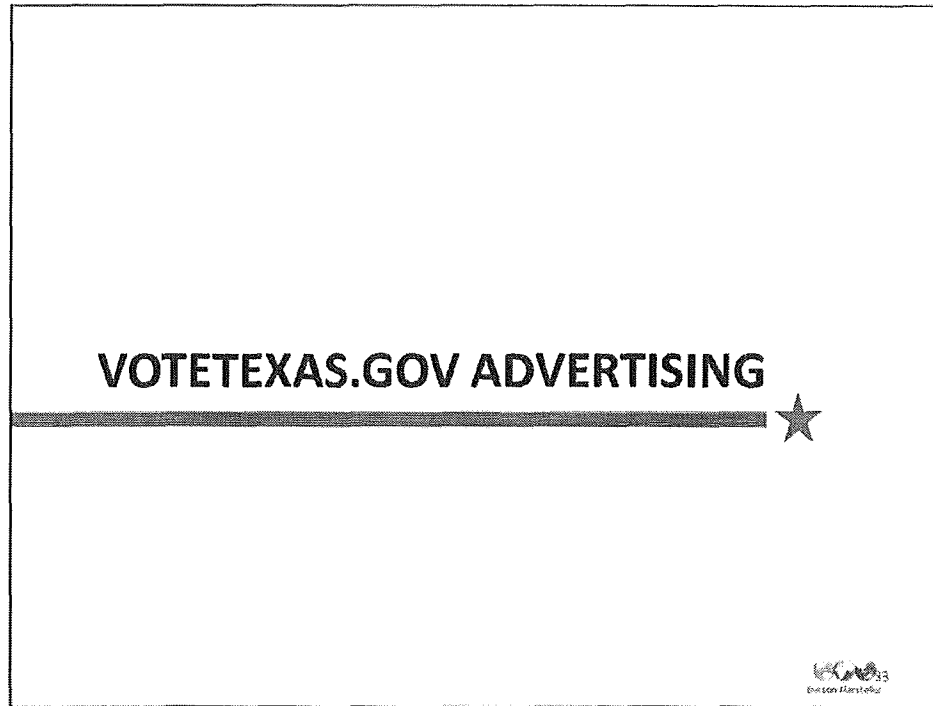
**MOST ARE UNAWARE OF THE VOTETEXAS.GOV
SMARTPHONE APP***

- 1 in 4 young voters and Hispanic voters say that they are aware of the VOTETEXAS.gov smartphone app
- 1 in 10 older voters say that they are aware of the smartphone app but have not downloaded it

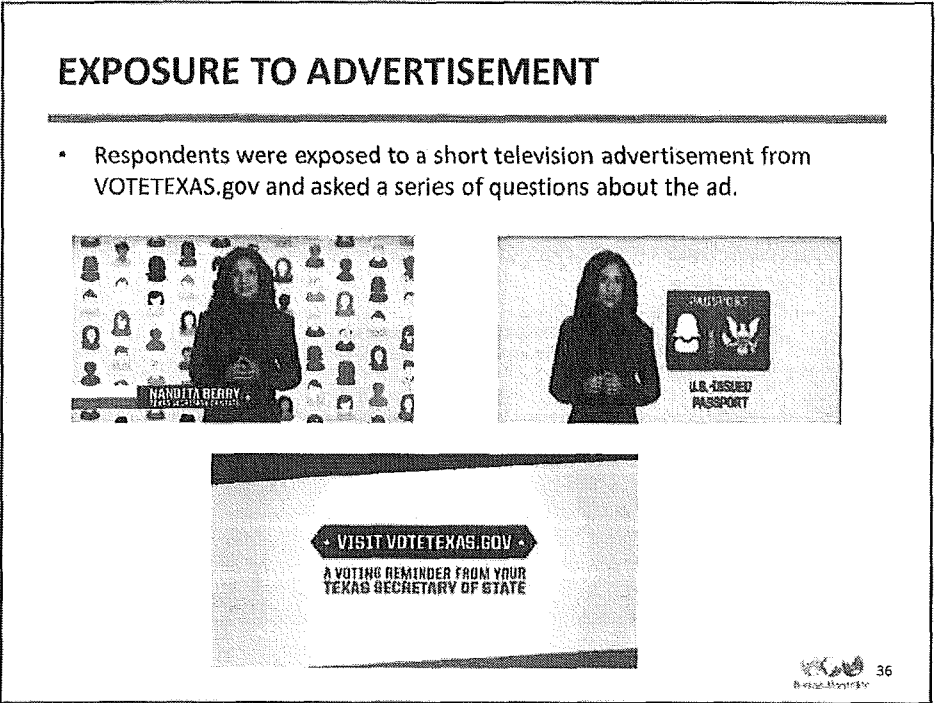
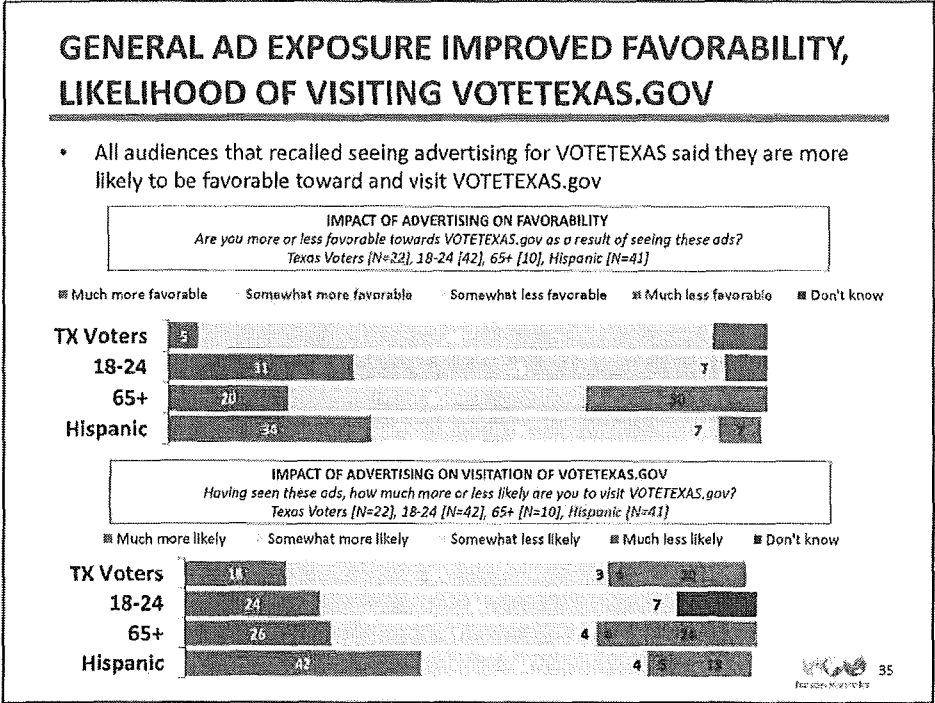


*Please note that the smartphone app was not promoted in phase one

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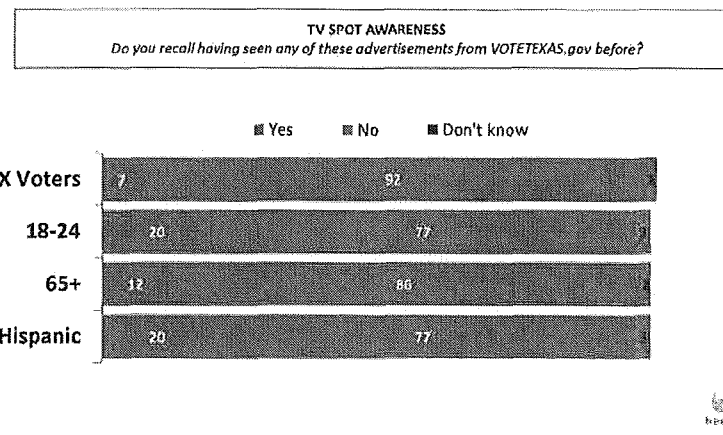
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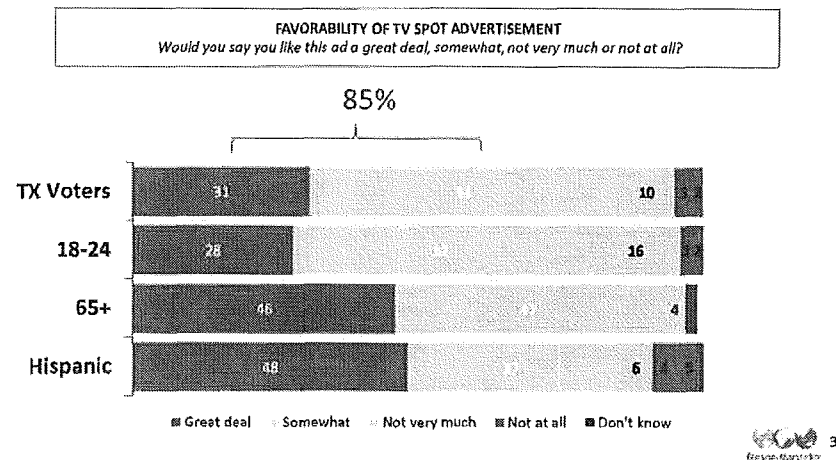
LOW TV SPOT ADVERTISEMENT AWARENESS AMONG VOTERS IN TEXAS

- There is low advertisement awareness among voters across audiences in Texas
- 1 in 5 of both young voters and Hispanic voters recall seeing the TV spot

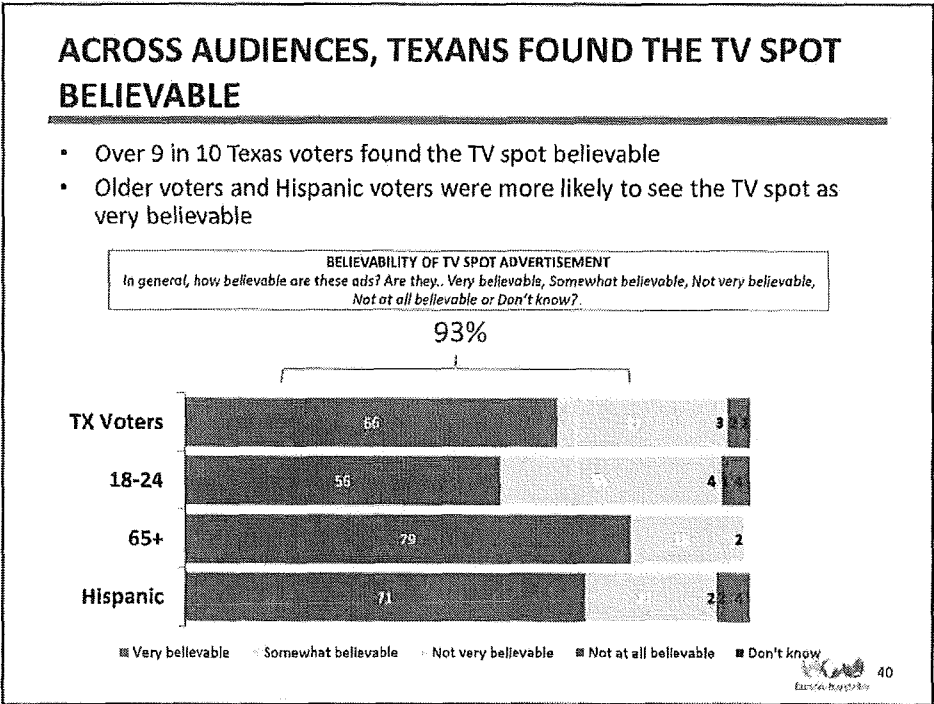
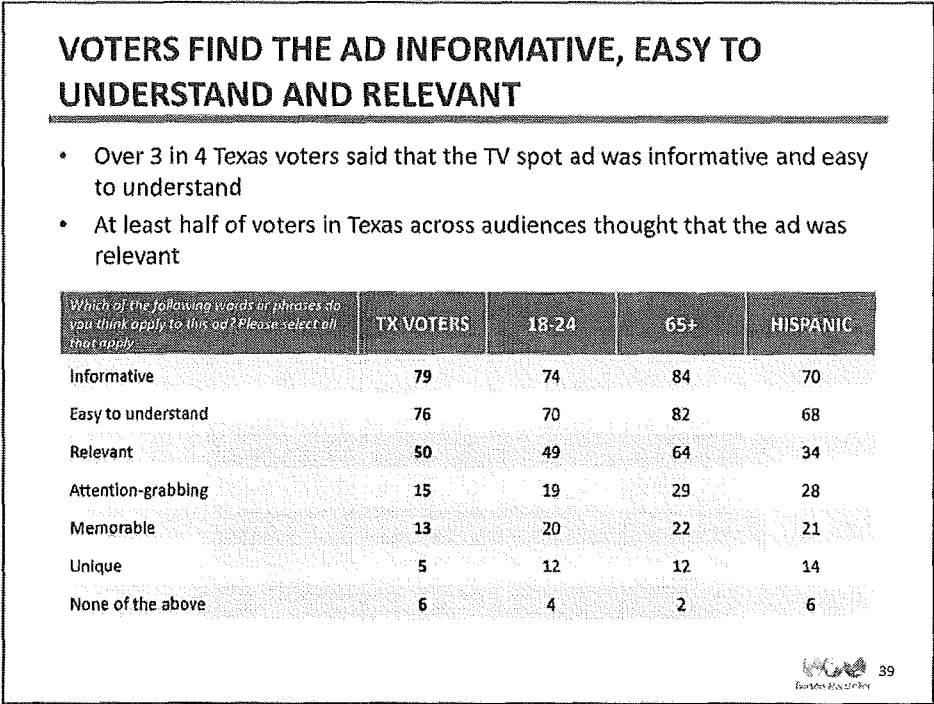


THE TV SPOT AD IS LIKEABLE ACROSS AUDIENCES

- Among general Texas voters, over 4 in 5 said that they liked the ad
- The ad performed the best with older voters



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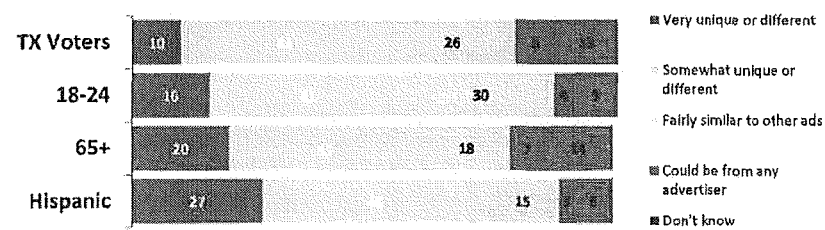


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VOTERS FIND THE AD SOMEWHAT UNIQUE

- Over 2 in 5 voters in each audience found the TV spot as 'Somewhat unique or different' compared to ads that they've seen
- 3 in 10 young voters found the ad to be similar to other ads

UNIQUENESS OF TV SPOT
Thinking about the ads you've just seen from VOTETEXAS.gov, how unique or different do you think these ads are compared to ads you've seen?



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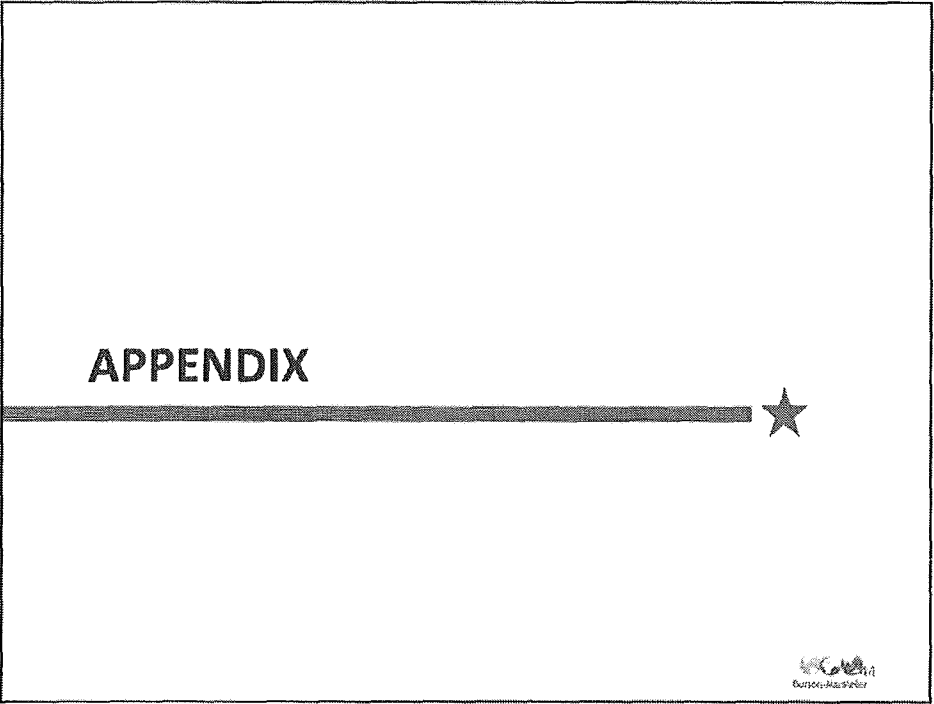
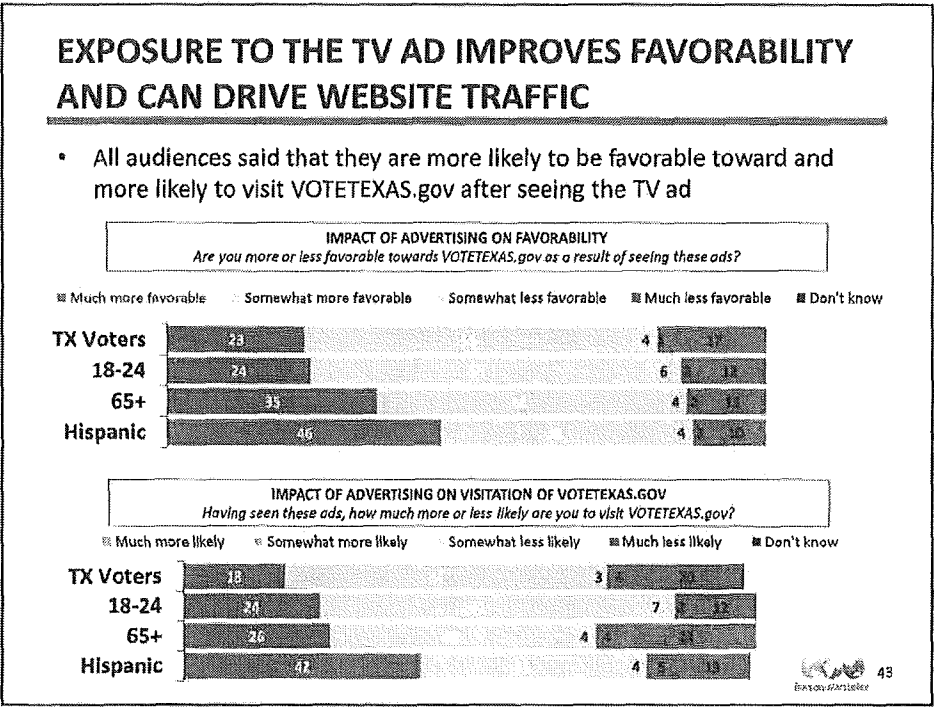
MOST VOTERS SAW AD ON TV

- Most voters that were exposed to advertising from VOTETEXAS.gov saw television ads, website ads or heard radio ads
- Some also saw places about VOTETEXAS.gov in the newspaper

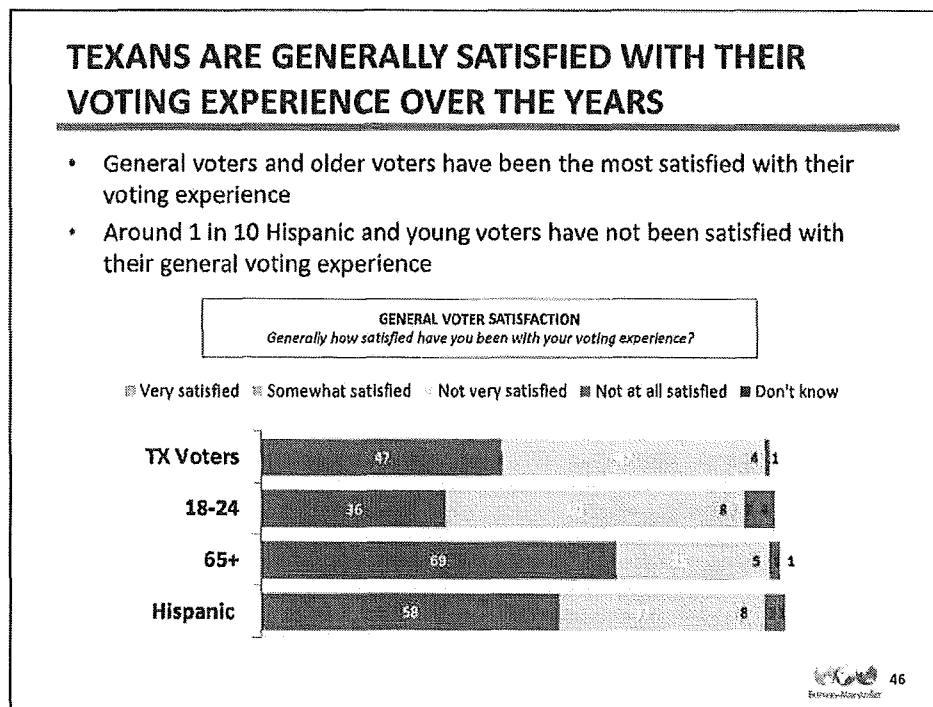
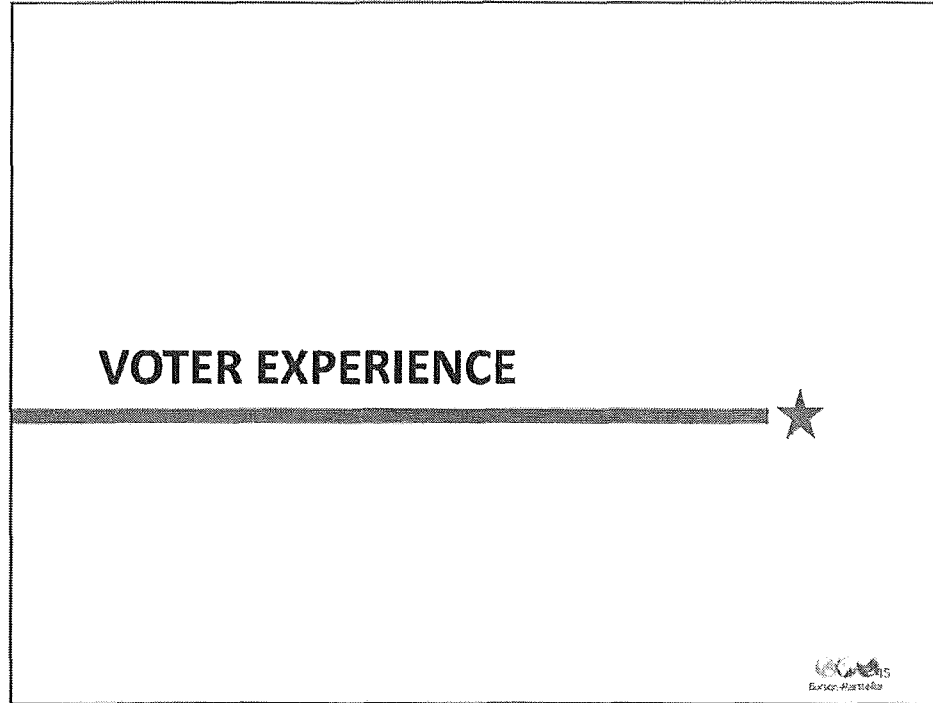
Which types of advertising do you recall? Please select all that apply	TX VOTERS N=22	18-24 N=42	65+ N=10	HISPANIC N=41
Television	50	86	70	76
Website	32	31	10	46
Radio	32	14	0	17
Other	14	2	50	5
None of the above	0	0	0	0
Don't know	0	0	0	2

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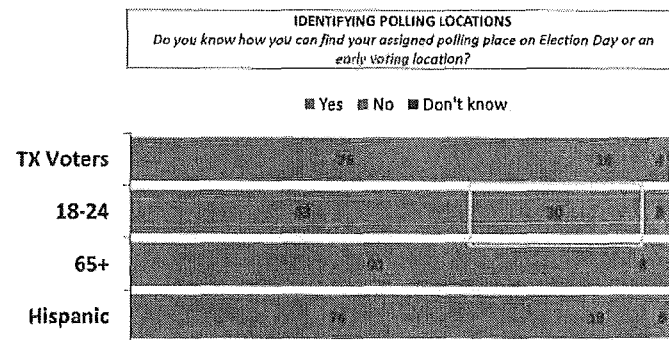
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A SIZEABLE AMOUNT OF YOUNG VOTERS ARE UNSURE OF HOW TO LOCATE THEIR ASSIGNED POLLING LOCATION

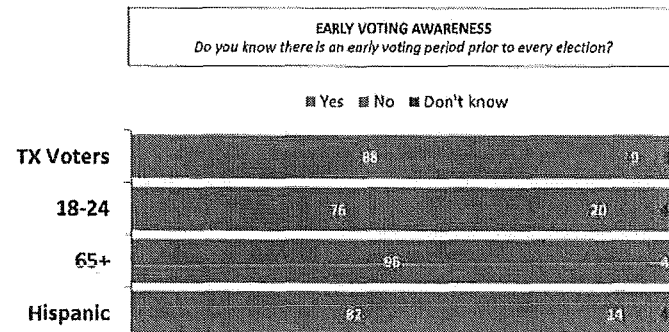
- When it comes to identifying polling locations, older voters are the most informed
- 3 in 10 young voters do not know how to identify their closes polling location



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THE MAJORITY OF VOTERS IN TEXAS ARE AWARE THAT THERE IS AN EARLY VOTING PERIOD

- Most voters across audiences are aware that there is an early voting period prior to every election
- 2 in 10 young voters were not aware of the existence of early voting periods



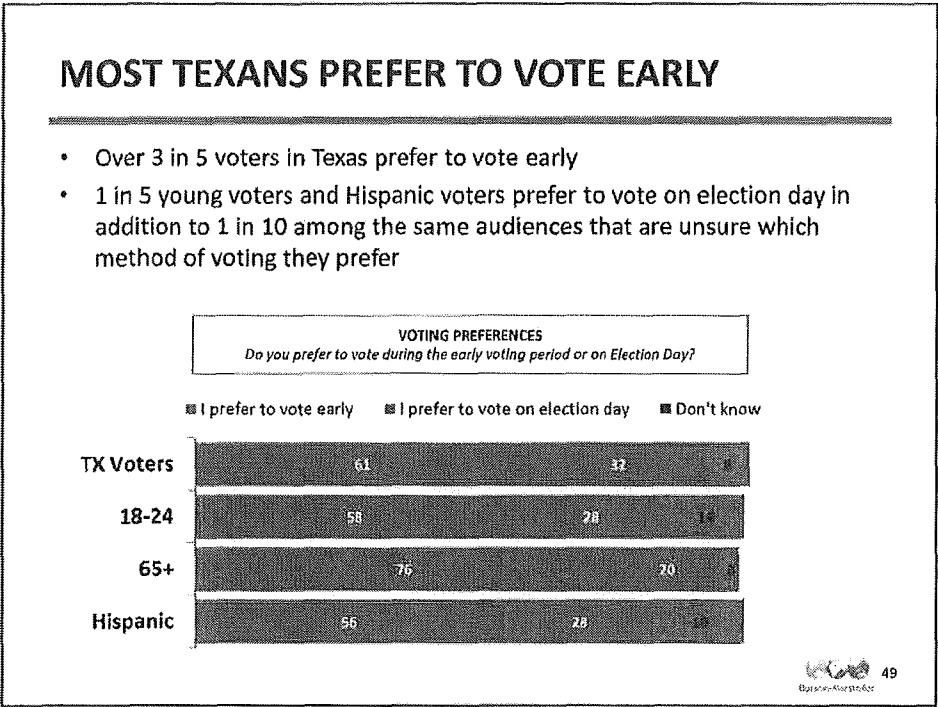
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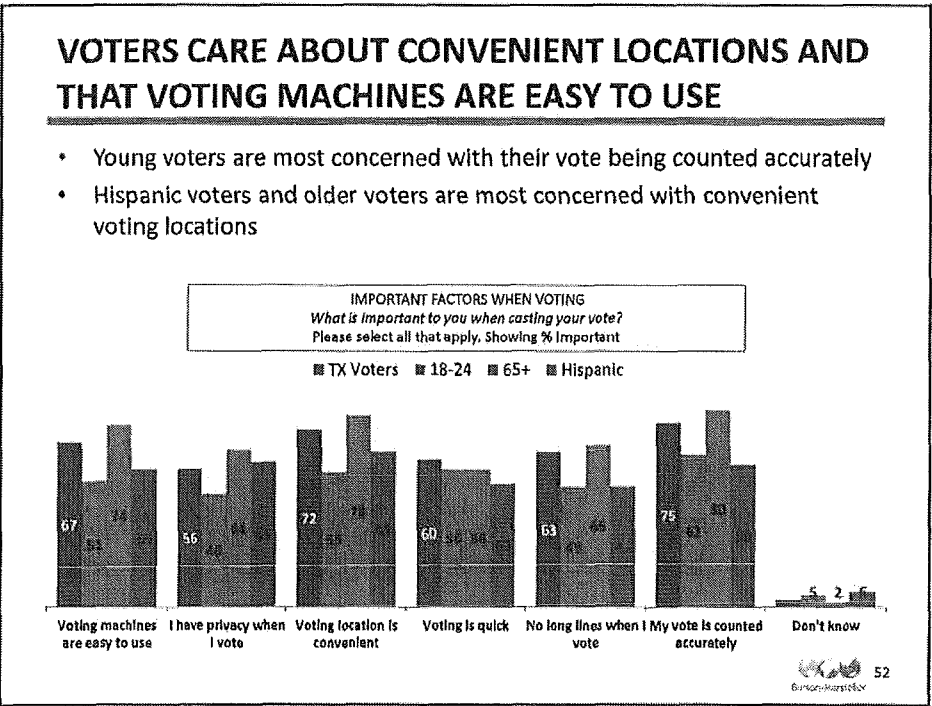
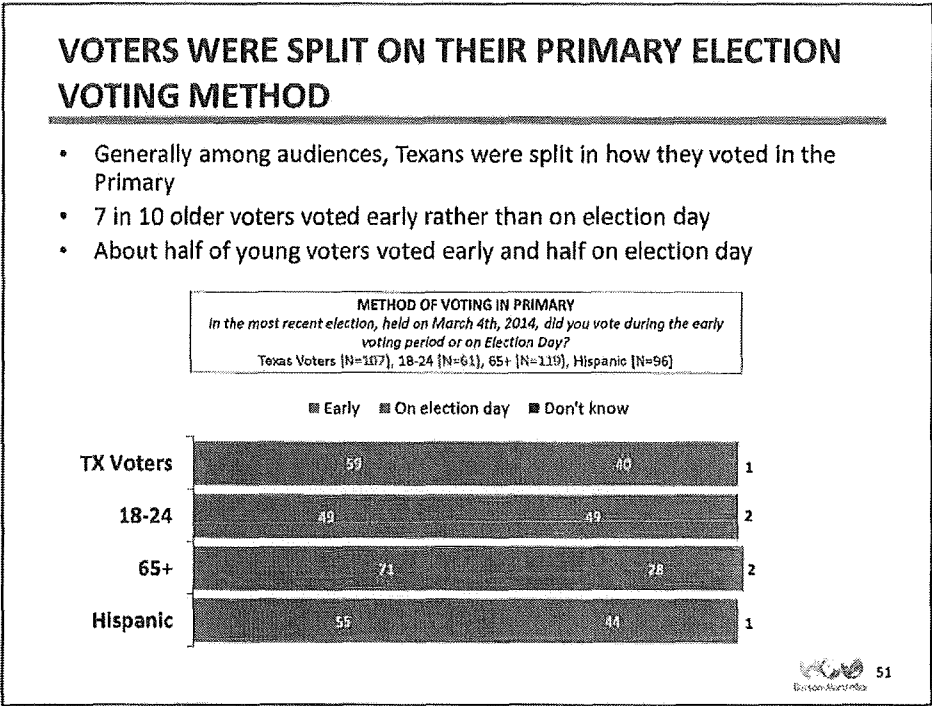
TEXANS PREFER TO VOTE EARLY BECAUSE THEY ANTICIPATE GREATER EASE IN THE PROCESS

- Over 3 in 4 voters in Texas say that they chose to vote early because they anticipate greater ease in the voting process
- 2 in 5 voters say that they prefer to vote early because it provides more flexible hours

<i>Why do you prefer to vote early?</i> <small>Showing % who prefer to vote early Ranked by TX Voters</small>	TX VOTERS <small>N=182</small>	18-24 <small>N=116</small>	65+ <small>N=153</small>	HISPANIC <small>N=112</small>
I anticipate greater ease in the process (less of a wait, less of a crowd, easier parking, etc.)	77	61	83	69
Flexible hours	43	47	26	39
Not sure if I will be available 7am to 7pm on Election Day	35	28	24	19
More convenient location options	31	36	27	45
Other	3	2	5	0
Don't know	0	0	0	0

50

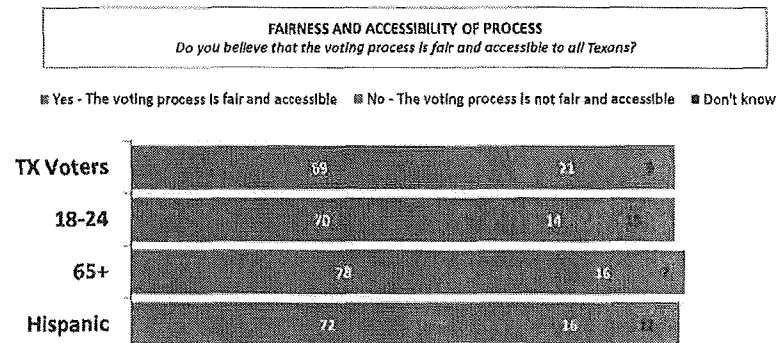
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MOST VOTERS SEE THE VOTING PROCESS AS FAIR AND ACCESSIBLE TO ALL TEXANS

- Over 2 in 3 voters across audiences say that voting is fair and accessible to all Texans
- Over 1 in 5 voters in Texas thinks that the voting process is not fair and accessible to all Texans


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SOME TEXANS THINK THE VOTING PROCESS IS NOT FAIR AND ACCESSIBLE TO ALL TEXANS BECAUSE...

Voter photo ID laws limit those who cannot afford access to necessary resources

"Requiring an ID with a photo may not be easy for less fortunate people to obtain, but they should still be able to vote"
- Hispanic voter

"People don't all have access to information and don't know how to get documentation"
- Older voter

"The new laws that require ID cards make the process harder for poorer citizens who cannot afford licenses."
- Texas voter

Polling locations and procedures limit populations from completing the voting process

"Certain areas do not have enough polling locations, leading to very long waits, and causing some to not vote. Because these are generally minority areas, this gives the impression that the State of Texas is trying to discourage minority voters."
- Texas voter

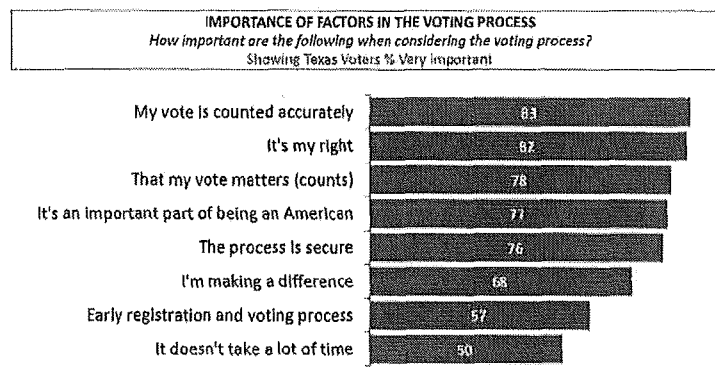
"The timing that voting is open is not fair to those of use who work full time as well as attend school full time"
- Young voter

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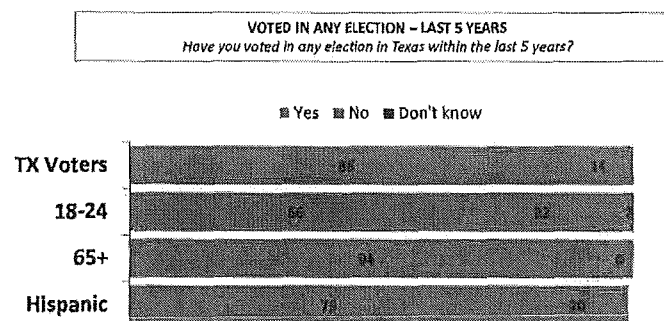
VOTERS CARE ABOUT ACCURACY, SECURITY AND EXERCISING THEIR RIGHT TO VOTE AS AN AMERICAN

- Over 8 in 10 voters in Texas say that they think it is very important to exercise their right to vote and that their vote is counted accurately
- Only half of voters in Texas are concerned with the timeliness of the voting process

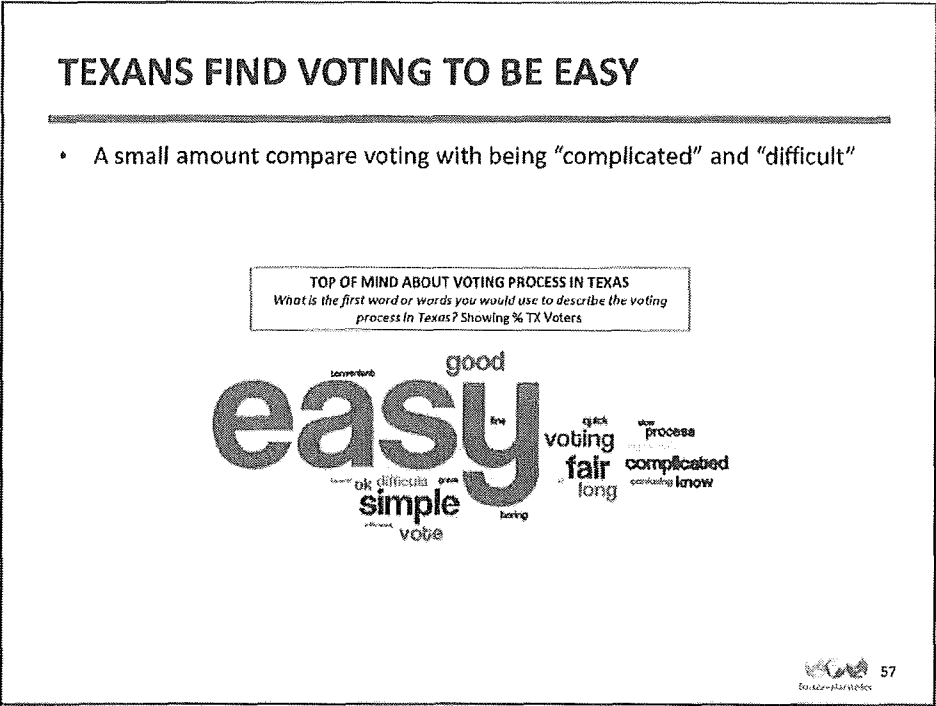

 55
But only one voter

MOST VOTERS IN TEXAS SAY THAT THEY'VE VOTED IN AN ELECTION IN TEXAS WITHIN THE LAST 5 YEARS

- Over 4 in 5 voters in Texas have voted in an election within the last 5 years
- Over 3 in 4 Hispanic voters say that they have voted within the last 5 years


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Pew Research Center

4/4/2014



MOST VOTERS ARE MOST CONCERNED WITH ACCURACY AND SECURITY

- Young voters are the most concerned with the security of the voting process
- Older voters care most about their right to vote being tied to being an American

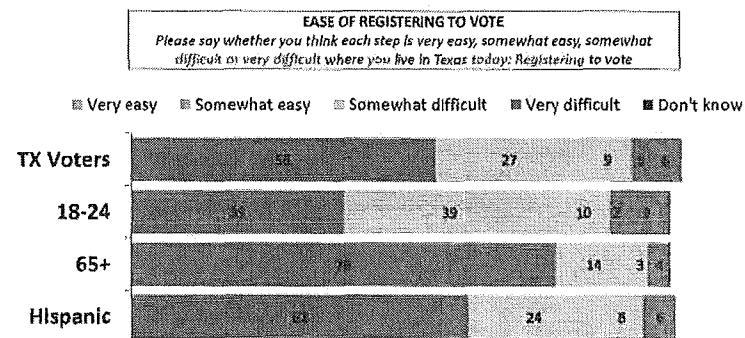
How important are the following when considering the voting process? Important/Not important Ranked by TX Voters	TX VOTERS	18-24	65+	HISPANIC
My vote is counted accurately	97/2	87/10	97/2	91/4
It's my right	97/3	90/6	96/3	92/4
I'm making a difference	96/3	86/12	94/4	88/8
The process is secure	96/3	90/7	97/2	90/4
That my vote matters (counts)	95/4	88/10	96/4	91/4
Early registration and voting process	93/6	84/12	94/4	89/7
It's an important part of being an American	92/7	86/12	97/2	87/8
It doesn't take a lot of time	86/12	83/14	87/12	85/11

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CLOSE TO 9 IN 10 VOTERS IN TEXAS FIND REGISTERING TO VOTE TO BE EASY

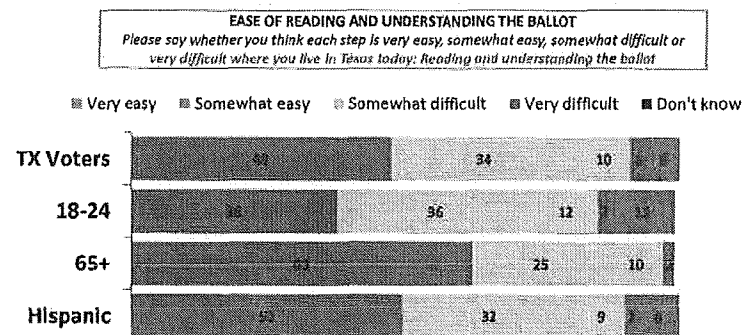
- Young voters are as likely to think that registering to vote is somewhat easy as they are to think that it is very easy
- Over 3 in 4 older voters say that they consider registering to vote as very easy



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A MAJORITY OF TEXANS THINK THAT READING AND UNDERSTANDING THE BALLOT IS EASY

- Over 3 in 5 older voters consider reading and understanding the ballot very easy
- Half of Hispanic voters find reading and understanding the ballot very easy
- 1 in 3 young voters find reading and understanding the ballot only somewhat easy



60

30

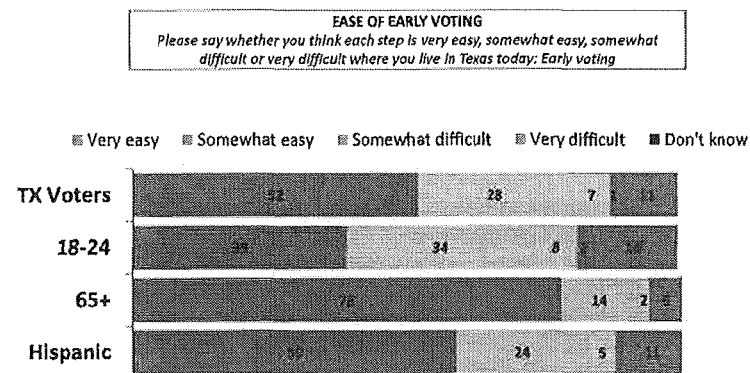
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EARLY VOTING IS GENERALLY CONSIDERED AS EASY

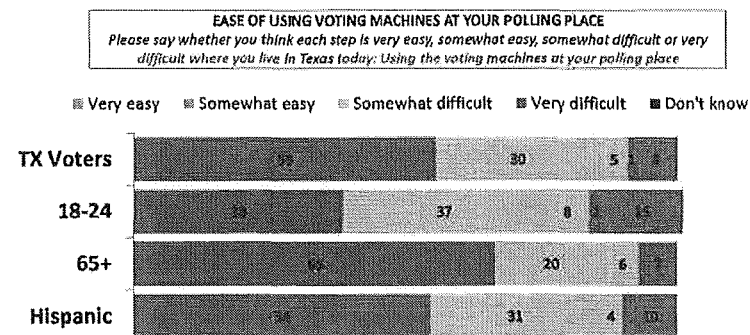
- Young voters are the least likely to consider early voting as very easy
- 8 in 10 voters in Texas finding early voting to be easy



61

TEXANS FIND USING VOTING MACHINES TO BE EASY

- Over half of general Texas Voters and Hispanic voters consider using voting machines to be very easy
- Close to 2 in 5 young voters consider using voting machines to be somewhat easy



62

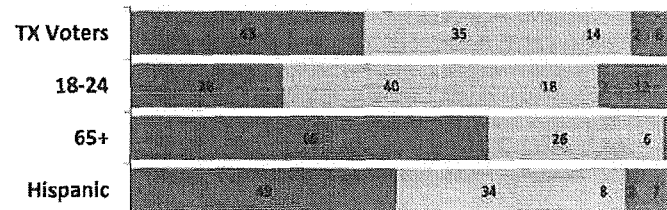
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THERE IS SMALL CONFUSION REGARDING HOW TO DETERMINE AN ASSIGNED POLLING PLACE

- Young voters are the least likely to consider locating their assigned polling place on Election Day as very easy.
- 1 in 3 general Texas Voters and Hispanic Voters find locating their assigned polling place as only somewhat easy

EASE OF LOCATING YOUR ASSIGNED POLLING PLACE ON ELECTION DAY
Please say whether you think each step is very easy, somewhat easy, somewhat difficult or very difficult where you live in Texas today. Locating your assigned polling place on Election Day

Very easy Somewhat easy Somewhat difficult Very difficult Don't know



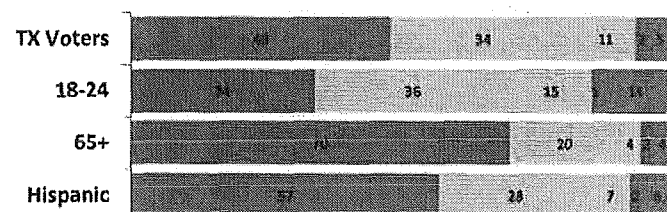
63

MOST TEXANS FIND DETERMINING NECESSARY DOCUMENTATION TO VOTE AS EASY

- Young voters ages are the least likely to think that knowing what documentation is accepted at their polling place is very easy
- Close to 3 in 5 Hispanic voters consider knowing what documentation is accepted at their polling place to be very easy

EASE OF KNOWING WHAT DOCUMENTATION YOU NEED TO TAKE TO THE POLLING PLACE
Please say whether you think each step is very easy, somewhat easy, somewhat difficult or very difficult where you live in Texas today. Know what documentation you need to take to the polling place

Very easy Somewhat easy Somewhat difficult Very difficult Don't know



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